R.J. Reynolds Tobacco Company

J.T. JONES
Chain Accounts Manager

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Raritan Center
Edison, NJ 08837
908-225-4774
Fax 908-417-9076

April 2, 1995

DM	T&D	REP
1224		
1225		
1228	✓	04
1229		
1230	✓	10,15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

ROU's #1210, 1310
To: G. P. Mitchell
F. E. Cook
F. J. DeJong

Re: **Hess Co op's (#0353-02-00) - Snack Shops**

Dear Managers:

A survey of the attached Hess Snack Shops where we have our UPM's showed competitive temporary displays have been placed on top of our UPM's. Attached find self explanatory letter from Hess Corporate which will eliminate this problem at store level. Also, reps should **place our System 3 pack display on top of our UPM's** in these locations - this will prevent our competitors from placing their displays on our UPM's. Displays should be entered into S.I.S. as follows:

- Component plan **SS FPD, Plan Z**, payment **$35 per month,** effective date of entry into S.I.S.

If a problem is encountered in correcting the situtation, please advise me.

Sincerely,

Jim
J. T. Jones

JTJ/fr
Attachment

51853 3319

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/mlln0000

1226/09
Acct. 775657
Hess Station #30238
150 Washington Ave.
Nutley, NJ
201-235-9705

1230/10
Acct. 784438
Hess Station #30268
789 Amboy Ave.
Edison, NJ
908-738-9818

1230/15
Acct. 769141
Hess Station #30296
431 Route 35 (NORTH BOUND)
Red Bank, NJ
908-741-2182

1334/18
Acct. 615551
Hess Station #30306
Route 36
Eatontown, NJ
908-542-9699

51853 3320

Source: https://www.industrydocuments.ucsf.edu/docs/mlln0000